

orientation of his display. Further, Morrison's invention is a "self-service checkout terminal" and it would not be obvious to alter the orientation of the display. Morrison's terminal is in a fixed position inside a retail establishment and users approach the terminal from a fixed direction.

Claims 2-14, 16, 20-29, 32-39, 41, and 44-53, depend from claims 1 and 31 and are allowable based at least on their dependence from the independent claims. Applicants respectfully request that the rejections be withdrawn.

IV. Rejections under 35 U.S.C. § 103

Claims 15, 19, 40, and 43 are rejected under 35 U.S.C. § 103(a) as obvious over Morrison and the Examiner's statement of ordinary skill in the art. Applicants respectfully traverse the rejection.

Claims 15, 19, 40, and 43 depend from claims 1 and 31 and are allowable based at least on their dependence from the independent claims. Applicants respectfully request that the rejections be withdrawn.

